

# Turning Your



# Into Marketing Messages

Jim Healey, owner, photographer, & brand architect  
**Peapod Design**

# PEAPODESIGN

MARKET  
RESEARCH

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**brand together**  
conference

April 29 – May 1, 2020 | PROVIDENCE, RI





**ANDERSON PREPARATORY  
ACADEMY**





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**PARK TUDOR**



**CULVER**  
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**The Oaks  
ACADEMY**



**HERRON  
HIGH SCHOOL**

**SIGNATURE SCHOOL**





**You must create your school's position. Or someone else will.**



## **Your Customer's Mind.**

Positioning is not something you do, but rather, is the result of your customer's perception of what you do.

To position your brand in your customer's mind, you must start from within your school. Everyone should be the best expression of your position.

# Turning Your Mission into Marketing Messages





What comes to mind when you see this image?



What comes to mind when you see this image?



# Mission Statement



# Mission Statement



What comes to mind when you see this image?



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# BRING ON THE PERKS

DD Perks rewards members on every Dunkin' run.

### Earn On Every Run

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Celebrate the season with the festive flavors of a Toasted White Chocolate Mocha.

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# Mission Statement

A mission statement, or simply a mission, is a **public declaration that schools use to describe their founding purpose and major organizational commitments**—i.e., what you do and why you do it.



Exercises to bring your school's mission statement to life and help carve out your brand to create an amazing narrative and beautiful and supportive visuals.

# Guiding Principles



## **Inspired to Learn**

We inspire students to be active learners, confident problem-solvers, and critical thinkers who work both independently and collaboratively.

## **Encouraged to Explore**

We encourage students to engage their curiosity, expand their creativity, explore their interests, develop their voices, and strive for their personal best.

## **Empowered to Lead**

We empower students to embrace opportunities, develop their intellect with character, and lead in the global community.

# Guiding Principles

# BRIMMER<sup>1880</sup>



# Guiding Principles



## **A Different School of Thought**

*Voice, Intention, Relevance, Connection*

### **Voice**

We develop initiative, clarity of thinking, engagement & leadership

### **Intention**

We nurture reflection, values, discernment and a rich inner life

### **Relevance**

We hone skill & knowledge for work in a resource-rich world

### **Connection**

We build strong roots and deep relationships



# Guiding Principles





# Guiding Principles



## Think Exceptional

Exceptional Academics

Exceptional Opportunities

Exceptional Surroundings

Exceptional People

# Guiding Principles



# LONG TRAIL SCHOOL

VERMONT'S INTERNATIONAL BACCALAUREATE SCHOOL

Choose  
**EXCEPTIONAL**

What do you seek on your educational journey?  
What course will lead to your best self?  
If the beaten path—the ordinary choice—does  
not inspire you, Long Trail offers a better way.

Here you can engage in stimulating intellectual challenges that help  
you develop into a knowledgeable, independent thinker. You can  
embrace a learning environment that offers life-changing opportunities  
for personal growth and experiences that prepare you to be an active,  
ethical contributor to the local community and the global world.  
You can choose a diverse community of open-minded, adventurous  
individuals who seek an education that surpasses common, standard,  
and expected. That's the Long Trail School difference. That's why  
our students come from dozens of Vermont towns and dozens of  
countries around the globe.

**WHY CHOOSE ORDINARY WHEN  
YOU CAN CHOOSE EXCEPTIONAL?**

# Guiding Principles



# LONG TRAIL SCHOOL

VERMONT'S INTERNATIONAL BACCALAUREATE SCHOOL



Exceptional  
**ACADEMICS**

Long Trail is Vermont's International Baccalaureate World School. Simply stated, our specific educational approach and our overall school culture are focused on preparing students to be compassionate, creative, critical thinkers and informed global citizens.

How does that happen? We teach you to question the answers, do the research, analyze the facts, develop the conclusions, and communicate your perspectives and ideas. We expect you to go there—both intellectually and geographically speaking—to learn about the world. We challenge you to devise your own experiments. We encourage you to gather data and form your own opinion, and even try your hand at grappling with issues of global consequence. For example, some of our students have participated in a project funded by the National Science Foundation to monitor the impact of climate change in Vermont. Another student in a class on programming developed an independent project to rescue sea turtles on Cape Cod. Take a look at our unique curriculum and student-centered approach to education. There's no such thing as passive learning at Long Trail.

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# Guiding Principles



# LONG TRAIL SCHOOL

VERMONT'S INTERNATIONAL BACCALAUREATE SCHOOL

## Exceptional PEOPLE

Something magical happens when you create a learning community that has the complementary strengths of affinity and diversity. Here at Long Trail we all share a commitment to our Core Values of Integrity, Kindness of Spirit, Openness, Social Responsibility, and Stewardship—whether our homes are one, ten, or 25 miles down the road, or several thousand miles away on the other side of the globe. Exceptional people from a variety of backgrounds and with many kinds of talents create this special environment.

Consider that relationships here are based on trust and mutual respect. There are no locks on lockers or our open cubbies. Students often thank teachers when class is over. That sometimes class discussion is so interesting that it flows on into the hallway and lunchroom. The number one rule for making friends and feeling comfortable in our community is to just be yourself.





# Brand work combined with a cohesive brand strategy

## BRAND WORK AND RETURN ON INVESTMENT

### ONE-OFF CHANGES

Logo Redesign	0% - 2%
Advertising	0%-3%
New Visual Identity	0%-5%
Brochure Redesign	0%-10%
Website Redesign	10%

VS

## IN COMBINATION WITH A COHESIVE BRAND STRATEGY

Advertising driven by brand strategy	105%
Brochure redesign/messaging driven by brand strategy	105%
Website redesign/messaging driven by brand strategy	125%
Social media plan/messaging driven by brand strategy	110%
Message training for faculty/staff driven by brand strategy	135%
Coordinated execution of all of the above	250%

Source: Maria LaTour Kadison

# STEPS to turn your mission statement into marketing messages

## STEP 1 – KNOW YOUR AUDIENCE



**Conduct Focus Groups**  
**Interviews**  
**Surveys**

This will reveal positive expectations, perceptions, facts, etc.  
It will also reveal some misperceptions.



# STEPS to turn your mission statement into marketing messages

## What separates you from your competition.

- List 1-5 attributes/strengths/phrases that come to mind when you think of your school. These are your brand attributes. Are they Unique? Rate them.
- What does the outside world think of your school?
- List the most concise expression of who you are. If someone knows nothing else about our school, they must know \_\_\_\_\_.
- List what inspires or repels your target audience to think of your school. This will help narrow down your strengths.

<b>You.</b> Adjectives/Emotions (Attributes)	<b>Outside World.</b> Adjectives/Emotions (Misperceptions)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**List the most concise expression of who you are.**  
(How is your school's brand currently positioned?)

If someone knows nothing else about our school, they must know \_\_\_\_\_.

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# STEPS to turn your mission statement into marketing messages

YOUR PHOTOS. YOUR BRAND.

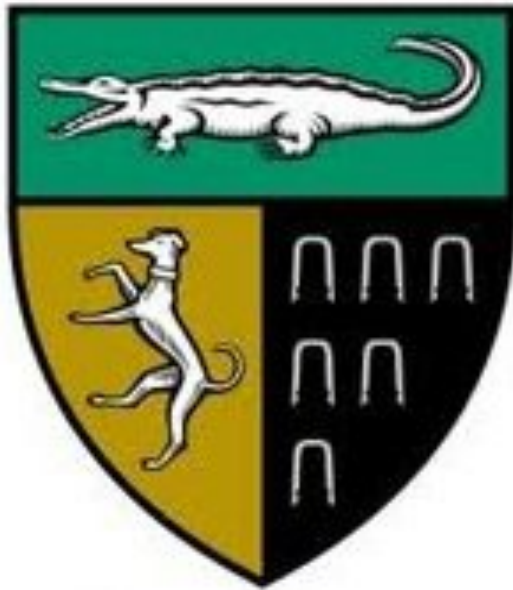
STRENGTHS	PHOTOS
WEAKNESSES	
OPPORTUNITIES	
THREATS	
MISPERCEPTIONS	

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## Know your school and audience. SWOT+M

- Conduct a SWOT analysis.
- List 1-2 misperceptions of your school that you have heard.
- How can we reshape them?

# STEPS to turn your mission statement into marketing messages



YALE LAW



HARVARD  
LAW SCHOOL



Stanford  
Law School

# STEPS to turn your mission statement into marketing messages



# STEPS to turn your mission statement into marketing messages



This all sounds expensive or confusing.

Where do I start,  
or this is too much money... but wait.







**ANDERSON PREPARATORY  
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# STEPS to turn your mission statement into marketing messages

## STEP 2 – ALIGNMENT



Align your school's strengths with your audience's educational preferences, aspirations, and challenges.

# STEPS to turn your mission statement into marketing messages

## Alignment

Take those top 1-5 attributes and clarify how each one speaks to your audience's goals and needs. These are your key messages you will use to guide every aspect of your marketing. Over time and with consistent effort, the attributes you're emphasizing become synonymous with your school.

<b>You.</b> Adjectives/Emotions (Attributes)	<b>Outside World.</b> Adjectives/Emotions (Misperceptions)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**List the most concise expression of who you are.**  
*(How is your school's brand currently positioned?)*

If someone knows nothing else about our school, they must know \_\_\_\_\_.

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# STEPS to turn your mission statement into marketing messages

## Alignment and Your Customer's Mind.

When I think of “My School”, words “A”, “B”, and “C” come to mind. This is not an accident. You HAVE TO position your school in the mind of your audience.

- Does every touch point look, say, and feel like the brand I want my customers to perceive?

**List ideas that you can use to bring out those words.**

- Tabs on your website.
- School Magazine's Name or weekly e-newsletters from your principal.
- Campus streets or paths or turnarounds/rotaries.
- Brand your programs. (ie. technology, art, STEAM, etc)

### **Ideas.**

What can I use at my school that will “align” with my brand attributes.  
This is not an accident!

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**SAME AS YOUR COMPETITOR. NOTHING DIFFERENT...**

**ABOUT ADMISSION ACADEMICS ARTS ATHLETICS COMMUNITY ALUMNI SUPPORT**



# BRAG ABOUT YOUR DIFFERENCES.



**MULTIPLE**



**PAGES**



**Academics  
Athletics  
Location  
Arts  
Robotics  
Alumni  
Teachers**

# 5-10 SECONDS TO MAKE A DIFFERENCE

Welcome Admissions Our Advantage Innovative Program Extraordinary Educators Giving

The screenshot displays the St. Anne's School of Annapolis website. At the top left is the school's logo, which includes a shield with a star and the text "ST ANNE'S SCHOOL OF ANNAPOLIS" and "Where Success Starts Twos - Eighth Grade". To the right of the logo is a large photograph of two students, a girl and a boy, smiling and looking at an orange. Below the main header is a dark purple navigation bar with the following links: "Welcome \* Admissions \* Our Advantage \* Innovative Program \* Extraordinary Educators \* Giving". On the left side of the page, there is a "Quick Links" section with a search bar and four buttons: "Inquire Today", "Apply Today", "PYC Workshops" (with dates "May 10, May 15, May 24" and a "Click to RSVP" link), and "Make a Gift to St. Anne's School". The main content area features a large image of a teacher and a student, with the title "A Letter to My Teacher" below it. The text below the image reads: "St. Anne's School of Annapolis is an independent Episcopal school for Twos through Eighth Grade. Focusing on a rigorous, inquiry-based academic and social curriculum". On the right side, there is a "News" and "Events" section. The "News" tab is active, showing a list of articles: "Class of 2018 Capstone Projects", "Alumna Spotlight - Caroline '13", "Show Your Shield in May", "Alumna Spotlight - Emily '04", "Eighth Grade Class of 2018 presents Willy Wonka, JR.", "Alumnus Spotlight - James '16", "Camp Lead at St. Anne's School", "Alumna Service Continues with Chesapeake Bay", "2018 Second Grade Post Office Opens", "Stars to perform at Navy Game", "What's Up? Teachers Recognition", and "25th Anniversary Speaker Series".

# 5-10 SECONDS TO MAKE A DIFFERENCE

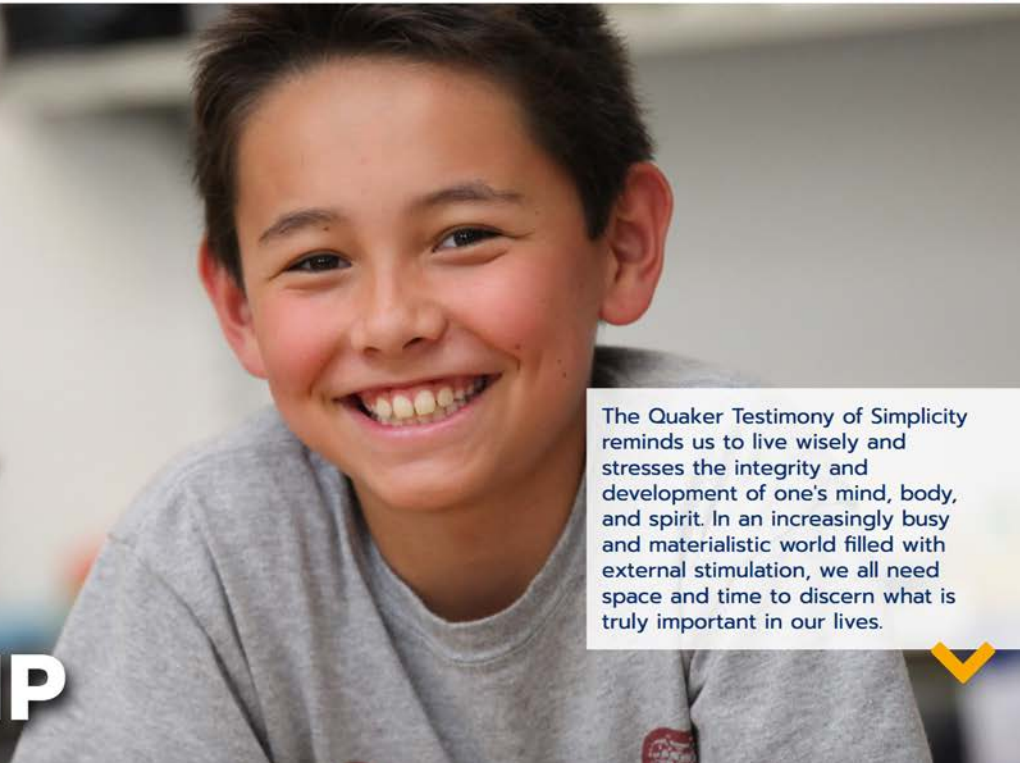


Cambridge Friends School

MY CFS



**SIMPLICITY**  
**PEACE**  
**INTEGRITY**  
**COMMUNITY**  
**EQUALITY**  
**STEWARDSHIP**



The Quaker Testimony of Simplicity reminds us to live wisely and stresses the integrity and development of one's mind, body, and spirit. In an increasingly busy and materialistic world filled with external stimulation, we all need space and time to discern what is truly important in our lives.



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# 5-10 SECONDS TO MAKE A DIFFERENCE



Cambridge Friends School

MY CFS

MENU

**SIMPLICITY**  
**PEACE**  
**INTEGRITY**  
**COMMUNITY**  
**EQUALITY**  
**STEWARDSHIP**

Quakers oppose all wars and the violence of oppression. Although disagreement and conflict are inevitable in any group, we work to achieve understanding through respectful dialogue.



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# 5-10 SECONDS TO MAKE A DIFFERENCE



Cambridge Friends School

MY CFS

MENU



**SIMPLICITY**  
**PEACE**  
**INTEGRITY**  
**COMMUNITY**  
**EQUALITY**  
**STEWARDSHIP**

We need to take care of the things we use and own as well as each other. We believe in leaving the world a better place than we found it.



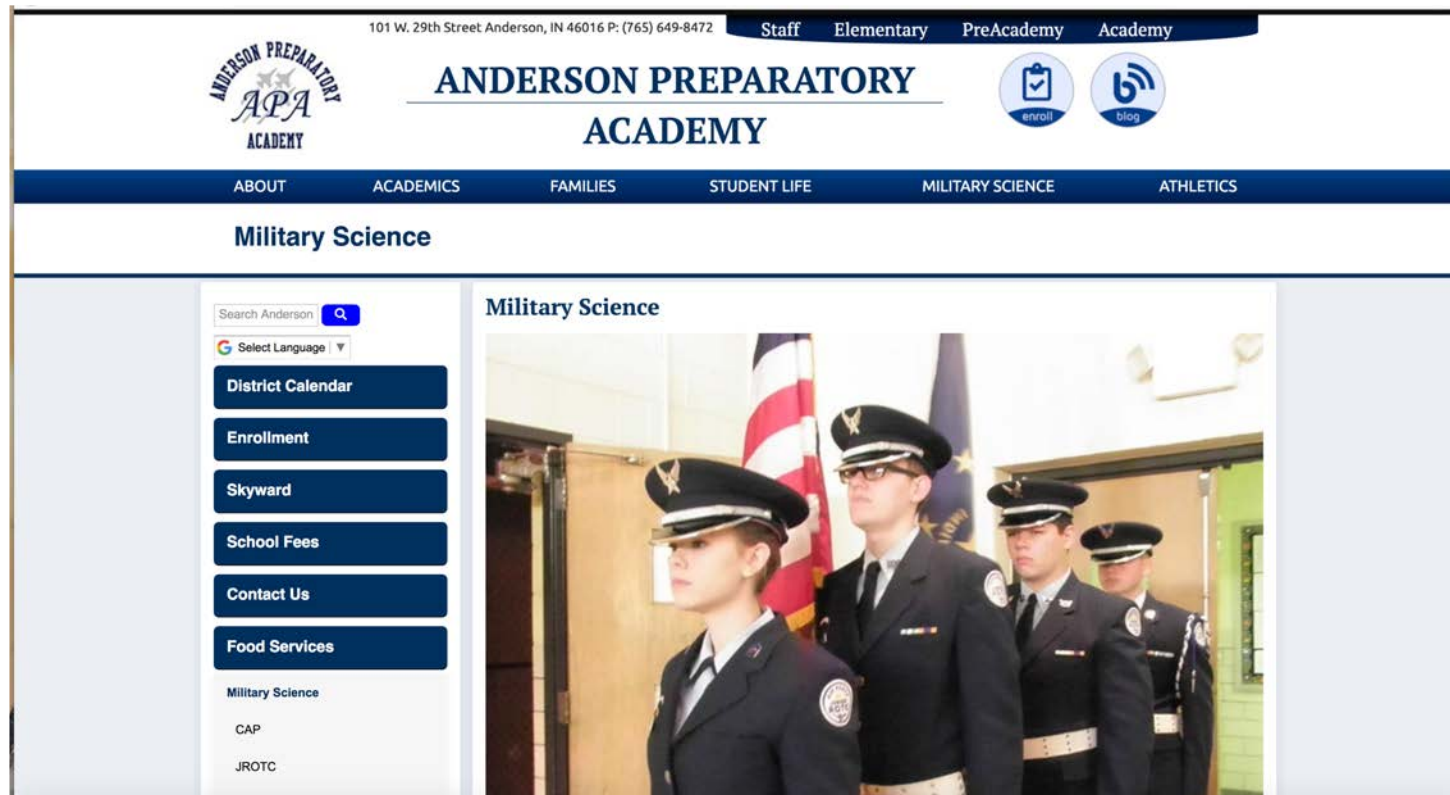
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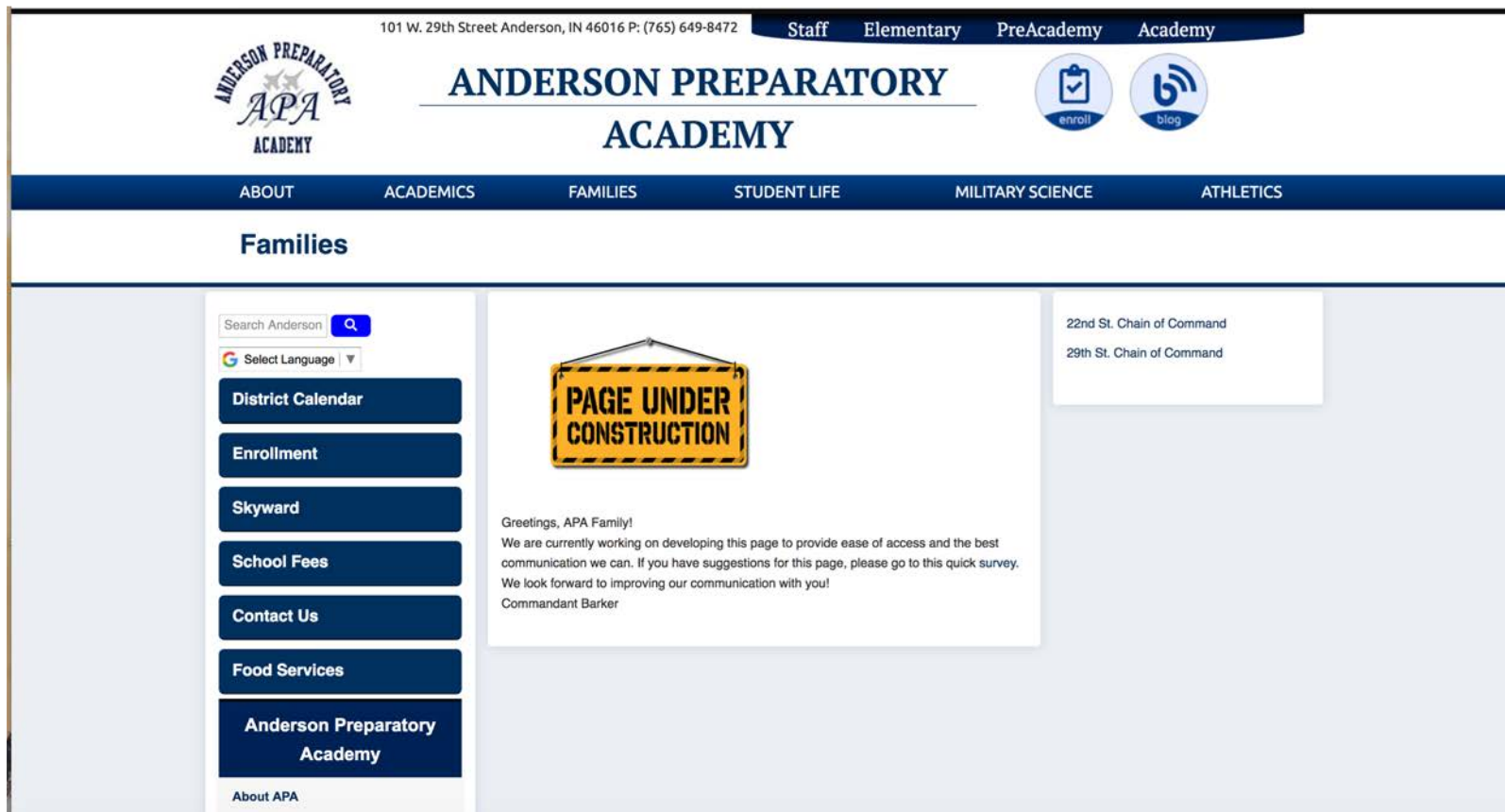
# BRAG ABOUT YOUR DIFFERENCES.



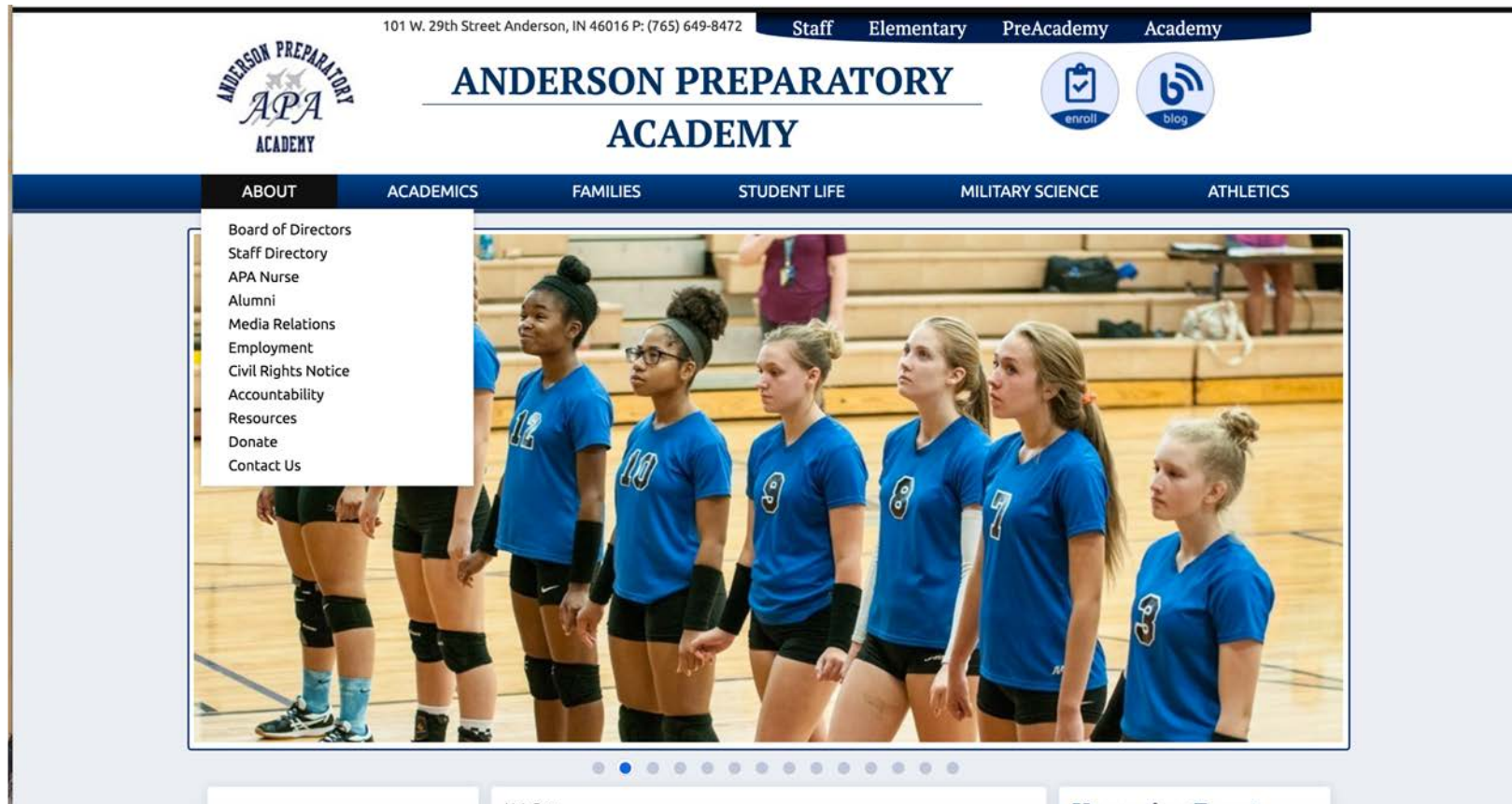
# BRAG ABOUT YOUR DIFFERENCES.



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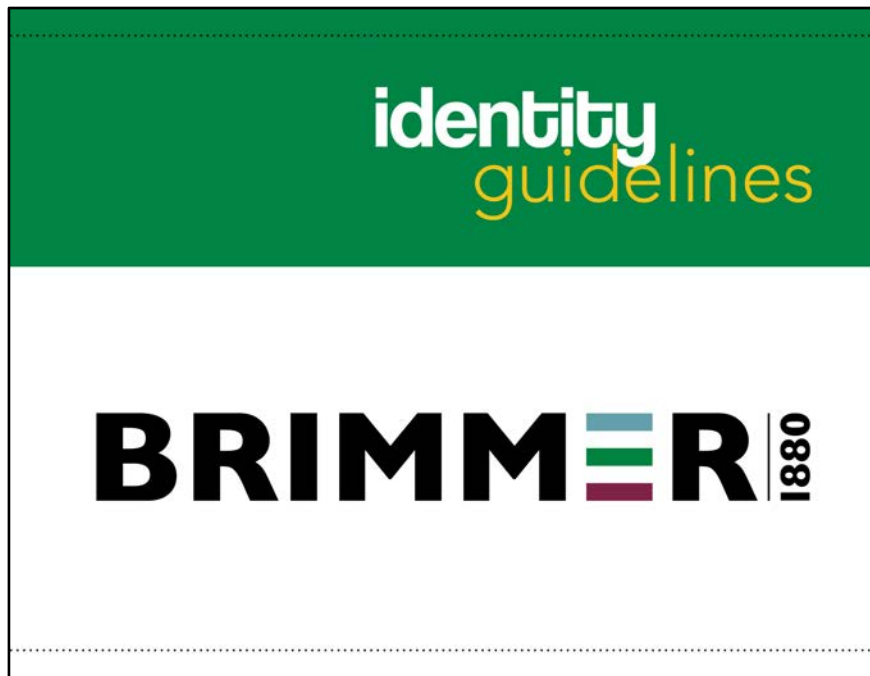


# BRAG ABOUT YOUR DIFFERENCES.



# STEPS to turn your mission statement into marketing messages

## STEP 3 – CONSISTENCY



### Ensure Consistent Brand Elements Across all Marketing Channels

- Create a style guide/graphic standards
- Create your school's "family tree". Where does your communication's office/role fall in relationship to your Head of School?



# STEPS to turn your mission statement into marketing messages

## STEP 3 – CONSISTENCY

**BRIMMER** | 1880

**TEACHERS**

**STEAM**

# STEPS to turn your mission statement into marketing messages

## STEP 3 – CONSISTENCY

### **Consistency with your school's surroundings**

- Approach to your school. Signage. Feeling.
- Overall surroundings and how you can manipulate everyone's movement on campus and through buildings.
- Tours - Encourage students to use their phones.
- What does your admission's office look like?
- How is your architecture designed – Collaborative. Academic. Creative. Colors. Scents.
- Make sure your school's experience can not be easily duplicated at another school.

# Environmental Design



**Interior Design:** Banners. Colors. Images. Narrative. Furniture. How does your admissions office reflect your brand. Approach to your school. Signage. Feeling.

**Smell:** Aroma marketing. Studies show lemon improves grades, calms people, increases attention awareness.

**Sound:** Soft calming music vs. heavy metal.

**Dress Code:** Casual vs. Formal

**Touch:** Print materials. Swag (cheap vs. expensive)

**Brand Ambassadors:** Grandparents. Educational consultants.

# Environmental Design



where **LEARNING** is a  
**PASSION**

Passionate learners are more engaged, more motivated – and more successful.

At Lake Ridge Academy, we inspire passionate learning in our small classes led by a motivated faculty that uses innovative teaching methods to engage and excite students. We learn outside in nature, in state-of-the-art science and engineering labs, creative studio spaces, and from each other – all to instill a lifelong love of learning.

**OPEN HOUSE**  
SUNDAY, OCTOBER 16 / 1 PM  
RSVP 440-327-1175 EXT. 9104

**LAKE RIDGE ACADEMY**  
The West Side's Premier K-12 College Preparatory School  
37501 Center Ridge Road, North Ridgeville, OH 44039  
440-327-1175, [www.lakeridgeacademy.org](http://www.lakeridgeacademy.org)

# STEPS to turn your mission statement into marketing messages

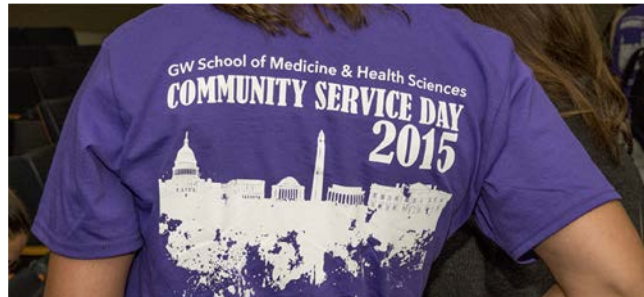
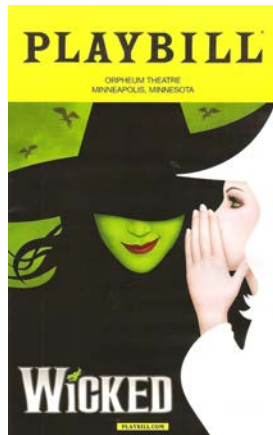
## STEP 4 – COMMUNITY





# STEPS to turn your mission statement into marketing messages

## STEP 4 – COMMUNITY



**Athletics:** Mail free game tickets to neighbors.

**Community Service:** Students teach computer skills to the retired community.

**Community Service:** Keep your downtown clean.

**Arts:** Free dress rehearsals to area schools, business owners, the elderly.

**BRAND IT YOUR OWN!!! OWN IT!**

# STEPS to turn your mission statement into marketing messages

## STEP 5 – COMPETITION



**Look critically at the brand identity of competing schools.**

Conduct competitive analysis of the print, web, photography, advertising campaigns, narrative, fast facts, etc. and **GRADE THEM**. Make it fun.

Understand how each competitor is positioning their brand.

# STEPS to turn your mission statement into marketing messages

## STEP 5 – COMPETITION

### Your competitor's attributes

<b>Competitor.</b> List all of them.	<b>Competitor's Attribute</b> List one.
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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# BRAG ABOUT YOUR DIFFERENCES.

SIGNATURE SCHOOL    Follow @SignatureSchool

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## APPLY NOW: CURRENT 8TH GRADERS & PROSPECTIVE TRANSFER STUDENTS

The open application period for Signature School is Tuesday, November 5, 2019 at 7:00 AM through Monday, December 9, 2019 at 6:00 PM. The [application for eighth grade students is available here](#) and the [application for transfer students is available here](#).

RATED A TOP SCHOOL IN THE NATION



### QUICKLINKS

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SIGNATURE SCHOOL TEACHERS RECOGNIZED AS  
**4TH BEST IN THE NATION & BEST IN INDIANA**



*BUSINESS INSIDER 2019*

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The open application period for

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## Here are the 15 public high schools in America with the best teachers

Ivan De Luce Aug 29, 2019, 4:14 PM



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The open application period for

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**Brag until you are blue in the face.**



# Any Questions? Thank You.

**Jim Healey**

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Peapod Design

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